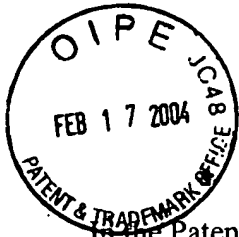


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2-27-04

Patent Application

Attorney Docket No. DT-0102



IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In the Patent Application of: **DELURGIO et al.**

Serial No.: **09/849,621**

Art Unit: Unknown

Filed: **May 5, 2001**

Examiner: Unknown

For: **APPARATUS FOR MARCHANDISE PROMOTION OPTIMIZATION**

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Mail Stop: Non-Fee Amendment  
Commissioner for Patents  
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Alexandria, VA 22313-1450 on February 16, 2004.

**February 16, 2004**

Signed: \_\_\_\_\_

Kang S. Lim

Dear Sirs:

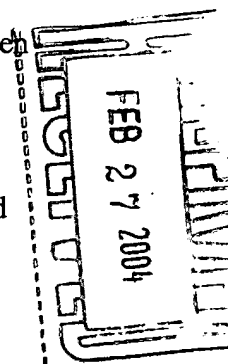
**INFORMATION DISCLOSURE STATEMENT FILED**

**UNDER 37 C.F.R. §§ 1.56 AND 1.97(b)**

Pursuant to 37 C.F.R. § 1.56, Applicants bring the following documents to the  
Examiner's attention in the referenced application.

Citation of the above documents shall not be construed as an admission that the  
documents are necessarily prior art with respect to the referenced application. Furthermore,  
citation of the above documents shall not be construed as a representation that a search has been  
made or an admission that the information cited herein is, or is considered to be, material to  
patentability as defined in 37 C.F.R. § 1.56(b).

Pursuant to 37 C.F.R. § 1.97, this Information Disclosure Statement is being submitted  
under one of the following (as indicated by an "X" to the left of the appropriate paragraph):



X 37 C.F.R. § 1.97(b). This Information Disclosure Statement is: (i) filed within three (3) months of the filing date of the above-referenced application, (ii) believed to be filed before the mailing date of a first Office Action on the merits or, (iii) believed to be filed before the mailing of a first Office Action after the filing of a Request for Continued Examination under §1.114. Accordingly, it is believed that no fees are due in connection with the filing of this Information Disclosure Statement.

\_\_\_ 37 C.F.R. § 1.97(c). This Information Disclosure Statement is filed after the period specified in C.F.R § 1.97(b), but before the mailing date of either (i) a final action under § 1.113 or, (ii) a notice of allowance under § 1.311.

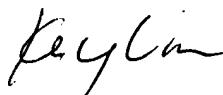
\_\_\_ A certification pursuant to 37 C.F.R. §1.97(e) or

\_\_\_ A check for \$180.00 for the fee under 37 C.F.R. § 1.17(p).

If the Examiner has any questions or comments with respect to the present application, the Examiner is respectfully invited to telephone the undersigned at (925) 570 8198.

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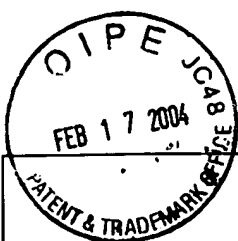
Respectfully submitted,



Kang S. Lim  
Attorney for Applicant(s)  
Reg. No. 37,491

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ATTY. DOCKET NO.  
DT-0102

SERIAL NO.  
09/849,621

LIST OF DOCUMENTS CITED BY APPLICANT  
TO COMPLY WITH 37 C.F.R. 1.56

APPLICANT

DELURGIO

FILING DATE  
05/05/2001

GROUP  
Unknown

## U.S. PATENT DOCUMENTS

EXAMINER INITIAL*		DOCUMENT NUMBER	DATE	NAME	CLASS	SUBCLASS	FILING DATE IF APPROPRIATE
	AA	6,456,986	09/24/2002	Boardman et al.			
	AB	6,397,193	05/28/2002	Walker et al.			
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## FOREIGN PATENT DOCUMENTS

		DOCUMENT NUMBER	DATE	NAME	CLASS	SUBCLASS	TRANSLATION
							YES NO

## OTHER DOCUMENTS (Including Author, Title, Date, Pertinent Pages, Etc.)

	CA		"PCT International Search Report", Application Number PCT/US03/30488, mailed January 28, 2004.				
	CB		Bruce G.S. Hardie et al., "Attribute-based Market Share Models: Methodological Development and Managerial Applications", University of Pennsylvania, Working Paper 98-009, pp. 1-48, 1998.				
	CC		Rossi, Delorgio, & Kantor; "Making Sense of Scanner Data," Harvard Business Review, Reprint F00205, 2000.				
	CD		"Pacifcorp IRP: Renewables Costs Must Drop 65% to be Competitive with Gas," dated December 8, 1995.				
	CE		Robert J. Dolan, "How Do You Know When the Price is Right?", Harvard Business Review, September-October 1995, P. 4-11				

EXAMINER

DATE CONSIDERED

\*EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609; Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.